

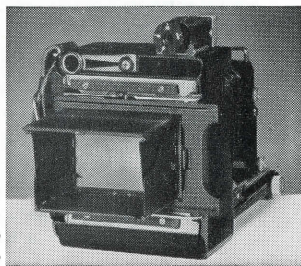
GRAFLEX...GRAPHIC

World's Most Versatile Cameras

Thousands of photographers everywhere agree . . . there's no more versatile camera anywhere than the Graflex or Speed Graphic. They're designed to get every picture, every time . . . with dozens of ingenious, exclusive features that give you all kinds of choice—of focusing, of viewing, of film, of perspective! No wonder so many professionals and non-professionals too, depend on their Graflex-made cameras for prize-winning pictures!

Even Greater Versatility with the **GRAFLOK BACK**

Now standard equipment on all Graphics, it can also be fitted to earlier models not so equipped. Modernize your present Graphic with this remarkable back that affords greater flexibility in operation and choice of film than ever before. Graflok gives you two camera styles in one—for sheet film, filmpacks, a spring loaded Graphic back—or by instant removal of the focusing panel, a slide lock back for accepting the new roll film holders.



*All prices subject to
change without notice*



LOOK what's
in the Picture
for **CHRISTMAS**

Your check list
for a
**Merry Christmas
and Happy Years
of Photography**



GRAFLEX, Inc.
ROCHESTER 8, N. Y., U.S.A.

Pacemaker SPEED GRAPHIC

America's most famous, most popular press cameras, the famous Pacemaker Speed and Crown Graphics—the aristocrats of cameras—are unsurpassed in ability to consistently capture prize-winning pictures! Pacemaker Graphics are now fitted with the new Graflok back giving them greater versatility than ever before—either model is in the “top-flight camera” class!

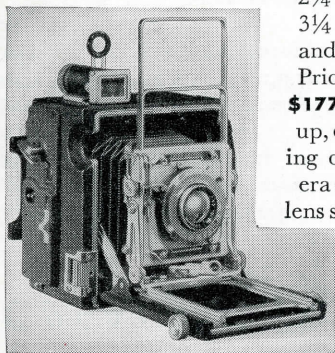
The Pacemaker Speed Graphic has the famous focal-plane shutter with speeds from 1/30 to 1/1000 in addition to a fine between-the-lens shutter.

Pacemaker CROWN GRAPHICS

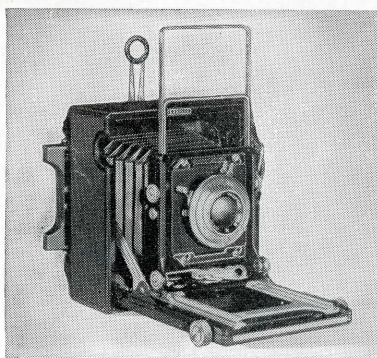
The Pacemaker Crown Graphic is identical in every detail to the Speed Graphic except it does not have a focal-plane shutter. With the front shutter, only, on either camera you can have speeds from one full second to 1/200, 1/250, or 1/400—depending on the size and shutter. Both models available in three sizes:

2¼ x 3¼,
3¼ x 4¼,
and 4 x 5.

Prices from **\$177.50** and up, depending on camera size and lens selected.



The CENTURY GRAPHIC



Tops for that all-purpose camera you have wanted—for sister or brother in school, for mother—for all the family.

Only \$109.50—most economical of all the famous Graphic all-purpose cameras and yet packed with high-quality features that make it wonderfully versatile and dependable. Here are just a few: double-extension bellows; rising, shifting, and tilting front standard; drop bed; telescoping action frame finder; parallax-correcting optical view finder; interchangeable lenses and ground-glass focusing panel; and many others. Plus big extra added attraction, the Graflok back!

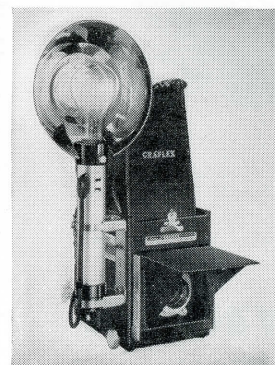
The Century Graphic is complete with the outstanding color-corrected lens—the Graflex 103 mm f/4.5 Trioptar, coated for added efficiency—mounted in the flash synchronized Century shutter. (Other lens and shutter combinations are available).

The SUPER D GRAFLEX

Now equipped with the amazing Ektalite Field Lens, it gives you BRIGHTER IMAGE, SHARPER FOCUSING, BETTER PICTURES! For in addition to the standard automatic diaphragm which allows you to pre-select your F stop and keep the diaphragm wide open until you're ready to trip the shutter—the traditional full scale focusing hood of the Graflex camera combined with the Ektalite Field Lens gives you the *brightest* ground-glass image of any reflex camera.

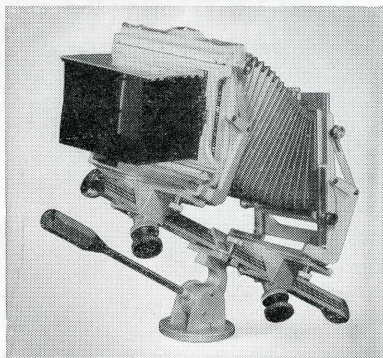
The Super D Graflex Camera has built-in flash synchronization for action pictures day or night! A single lens reflex camera—your taking lens is your viewing lens. No parallax to worry about. You see the picture you get. Available in two sizes: 3¼ x 4¼, 4 x 5 from **....\$249.00** depending on lens.

The R. B. Series B Graflex, lowest priced of all Graflex cameras, is now equipped with the Ektalite Field Lens! Size 2¼ x 3¼ (accepts the new roll film holder)—price *only* **\$129.50**



☆☆☆☆

The GRAPHIC VIEW II



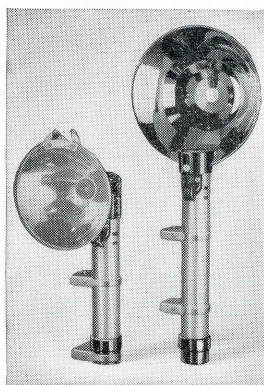
This “Contortionist” camera has a complete range of swings, tilts, rising and sliding movements. Well known as the camera for indoor and outdoor, scenic, portrait, architectural, illustrative, commercial, copying, still life, technical, scientific, color, and other types of photography—the Graphic View II now comes to you with four more outstanding features:

1. Longer bellows extension for extreme close-ups; use of longer lenses.
2. Four-sided focusing hood to shield ground glass for brighter image, critical focusing.
3. “Hammer tone” finish for greater beauty and durability.
4. Front and rear standards with all swings and tilts on optical axis.

3¼ x 4¼, 4 x 5 size,
price without lens **..... \$145.00**

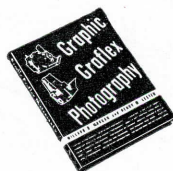
The GRAFLITE FLASH

Photographers everywhere call it the finest flash unit on the market! Fitting most cameras it gives you a multiple choice of circuits and outlets for a perfect answer to every lighting problem. Interchangeable 5" or 7" reflectors, it's the flash unit that fits almost every camera, doubles the opportunities for every photographer, because it lets you shoot in bad weather, indoors, at sports, and improves shadow control even in sunshine! **.....\$25.95 up**



GRAPHIC-GRAFLEX PHOTOGRAPHY

is a book that has a place on every photographer's bookshelf. It's The Master Book for the Larger Camera! Only **\$4.50**



☆☆☆☆

ACCESSORIES

Perfect stocking gifts for the photographers.

Sheet film holders—film pack adapters—sheet film magazines for Graphic and Graflex cameras. All sizes: 2¼ x 3¼, 3¼ x 4¼, and 4 x 5. These are always welcome additions to any photographer's supplies.

Accessory lenses—Wide angle for interior work where space is limited. Telephoto lenses for large images, distinct pictures, and fine portraits. A wide variety of focal lengths in barrel mounts and shutters are available for all Graphic cameras and most Graflex models.

Graphic Pan Tilt Heads—Every camera owner will welcome this wonderful gift. Simple, dependable—made with Graflex precision workmanship. Both vertical and horizontal movements controlled and locked with easy turn of handle.

Carrying Cases—are available for all models of Graphic, Graflex cameras. See the wide choice of styles—compact cases and deluxe cases of sturdy vulcanoid or handsome top grain leather. A gift that will give years of useful service.

RETAINER SPRING KIT

Adapts Roll Film to 2¼ x 3¼ Graphics—for those who plan to use roll film almost exclusively in their cameras. Priced at *but* **\$1.80**, and installable in a minute by simply attaching them with two screws that otherwise hold focusing panel in place—and presto, you have a roll film Graphic.

GREAT GIFTS....

that keep on giving

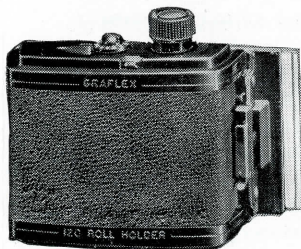
There's something wonderful about the gift of a Graflex-made camera or accessory . . . it keeps on giving pleasure and service . . . day after day . . . year after year . . . keeps on saying Merry Christmas over and over again. You'll find it true whether you're on the giving or receiving end!

So read this folder carefully. In it you'll find some of the fine Graflex products that have become by-words in the photographic world. You'll find inexpensive accessories that add versatility to your camera—like the Roll Holder, the Grafmatic magazine, Graflite Flash. You'll find the fine Graflex and Graphic cameras in all price ranges and for all purposes.

Whatever you choose, either to give or to get for yourself, you'll be sure of making this Christmas, and all the ones to come, the merriest ever!

P.S. If you're to be the lucky one, why not check this folder and leave it around for your wife, husband, father, son, kind old uncle, or Santa Claus?

ROLL FILM HOLDER



A perfect gift for anyone with a Graphic or Graflex camera . . . in all sizes up to 4 x 5! This precision-made roll holder uses economical 120 roll film—either in black-and-white

or color . . . is fully automatic—*no ruby windows!* Gives eight $2\frac{1}{4} \times 3\frac{1}{4}$ negatives or twelve $2\frac{1}{4}$ square negatives on every roll of film. Can be fitted to older model Graphic cameras with the inexpensive Spring Clip kit (described in this folder).. Only **\$21.75** up.

GRAFMATIC HOLDER

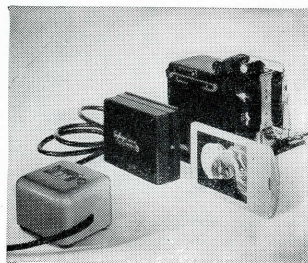
Welcome at Christmas—and through the year, for the added speed and versatility it brings to all Graflok-back cameras! A sheet film holder no thicker than a film pack adapter that cycles in a flash, lets you take 6 pictures in rapid-fire sequence. Automatic visual counter dial. Wonderful for fast action, weddings, scientific studies. Only **\$16.95**



THE GRAFLARGER

with Aristo Cold Light

UNDERWRITERS' LABORATORIES APPROVED



No longer must you own an expensive enlarger and special lenses to do all your own darkroom work!

Graflarger makes your Graphic, Graflex or Graphic View a portable enlarger, quickly and easily! It's a light-weight, compact source of cool, balanced color-temperature light that will not buckle or harm negatives, or damage your camera or lens. Fit it on your camera, and get fine, razor-sharp enlargements right through the camera lens!

Graflarger not only adds tremendous new versatility to your camera, but it has other valuable functions. Use it as a transparency viewer, a retouching stand. It's ideal for the traveling photographer, for crowded quarters, for the small apartment or hotel room.

Graflarger with Aristo Cold Light . . . **\$38.75**
Graflarger stand—good for copying too. **\$17.95**

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